Ah!
DISTO
recipes!
FREE!

WHAT'S COOKING

Thrilling new Bisto ways with
MEAT DISHES

Famous Bisto ways with
GRAVY, SOUPS
PUDDINGS
HOT-POTS
STEWS

Wonderful new Bisto ways with
VEGETABLES

Exciting new Bisto ways with
FISH DISHES

About the
BISTO KIDS

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Something NEW in recipe books!

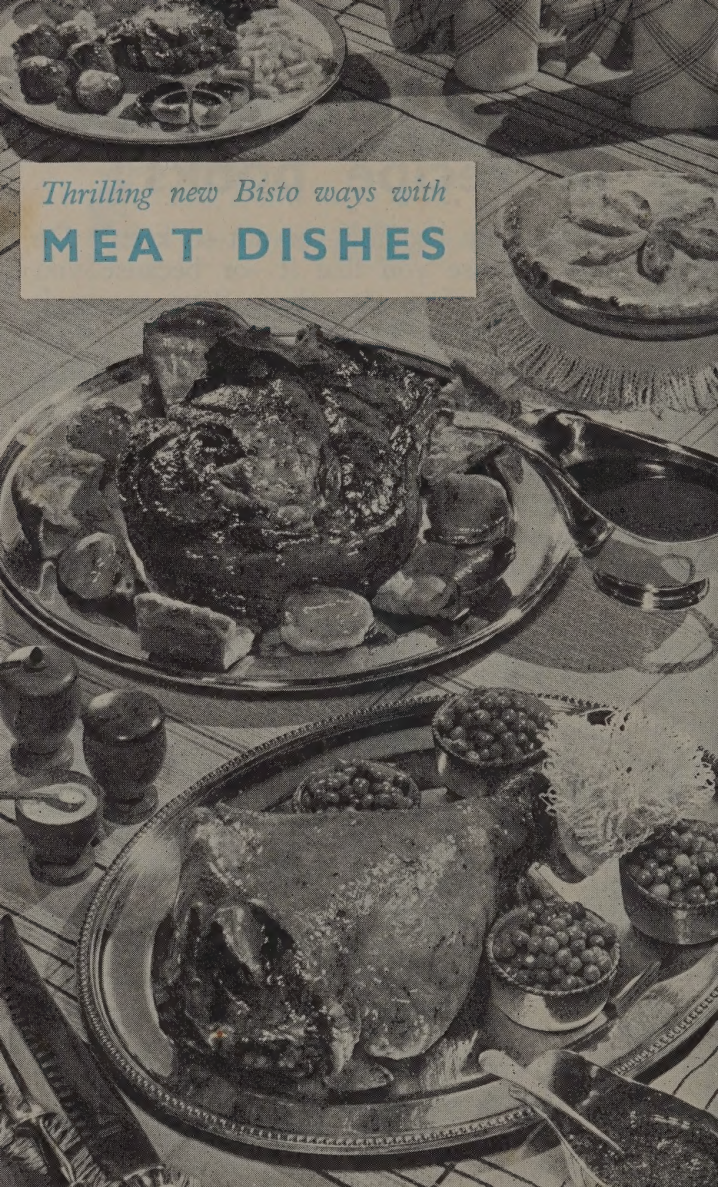
Are you keen on cooking—or not so keen? Do you cook because you like it—or because you have to? (most of us do, these days anyway!) Are you good at it—or not so good?

Whatever may be your answer, this book has been prepared for *you!*

Easy—and effective—ways of serving meals with a "difference" . . . ideas . . . tasty dishes with a new "twist" . . . little touches to brighten up to-day's fare—that's what you'll find. Also how to improve old friends such as stew, hot-pot and so on.

Try these new ways! You'll be pleased—and so will the family.

3d. A WEEK FOR DELICIOUS GRAVY FOR A FAMILY OF FOUR


Thrilling new Bisto ways with
MEAT DISHES

A new angle on an "old" joint!

Here's a really tasty way of serving left-over meat. This recipe is interesting in that there are so many additions you can make—according to what you have available in your larder. Let us start first with the basic recipe, and afterwards list the titbits and odd bits you can put in as well.

1 *large onion*
1 *cupful macaroni*
2 *cupsful chopped cooked meat (about)*
1 *dessertspoon chopped parsley*
1—1½ *oz. margarine*
1 *dessertspoonful of Bisto*
1 *teacupful of water*
Grated cheese
Pepper

Cook the macaroni in fast-boiling salted water till tender—about 17 minutes. Don't use a lid, otherwise you'll have a messy stove. Drain in a colander and rinse well with cold water. While this is going on, melt the margarine in a saucepan. Choose one with a fairly large surface as the macaroni will be mixed in it soon. Chop up the onion and simmer very slowly in the warm (not too hot) margarine. When tender—and it *mustn't* be burnt—add the meat and the parsley and stir for a minute or two. Take away from the fire and let it stand until needed. Mix the dessertspoonful of Bisto in a teacupful of warm water. Bring to the boil in a little saucepan. Now it's time to mix all the things together. Empty the cold, cooked macaroni into the large saucepan with the margarine, onion, parsley and meat, and stir well. Pour over the rich Bisto gravy and heat the mixture slowly until piping hot. Season with pepper. Serve with grated cheese.

That's the basic recipe. And over the page are the ways and means of using up all sorts of things—according to your taste.

Here are some of the things you can add. Do you see the idea? Just put in what you can—and what you fancy.

1

One or two mushrooms (or mushroom stalks)
Break these up into little pieces and simmer with the onion. These are *almost* a "must"

2

A rasher of bacon
If you can spare it, fry or grill the bacon. Chop up into small pieces and mix in at the end.

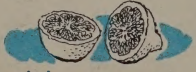
3

Spring onion tops
The green top part of spring onions is excellent chopped up very fine and mixed in at the end, raw.

4

Currants or Raisins
You can, if you like a sweet and savoury taste, chop up a dessert-spoonful of currants or raisins and mix them in with the onion when the onion is just cooked.

5



Lemon juice
A squeeze of lemon juice (about a teaspoonful) just before putting in the macaroni is a useful addition.

6

Cooked peas
Add a cupful of cooked fresh, tinned, or frozen peas at the end.

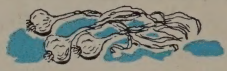
7

Tomatoes
Put them in a basin of boiling water for a few seconds. Drain off the water, peel them, and cut out the hard core. Chop them up and mix them with the simmering onion to cook through.

8

Chopped or diced cooked carrot
Mix in with the onion when this is tender.

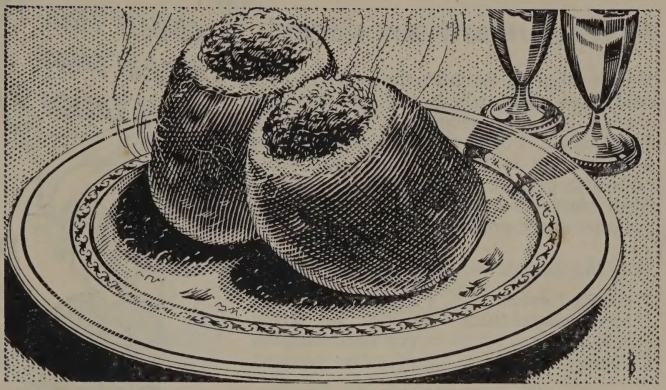
9



Garlic
This is not everybody's choice. But if you like it, peel and chop finely a clove of garlic. Simmer with the onion till done.

10

Apple
Peel and core a small apple, and chop into small pieces and simmer with the onion.



Ever tried this one?

Whenever you have a little minced meat in tasty Bisto gravy left over, try this. Bake some potatoes in the oven in their jackets. When done (2 hours or so) cut a piece from the top. Scoop out a little potato and put in the meat mixture. Put back in the oven to get hot, and serve with a little grated cheese.

* * * *

Chef's corner

With these Bisto dishes try serving two vegetables combined; a dish of peas and carrots, or peas and lightly fried spring onions, will make a welcome change. Try, also, fresh red cabbage boiled in a little Bisto gravy with fried onion and apple, and mashed potato with chopped parsley.

A fresh slant on slices!

Here's what to do with the remains of a cold joint from which you can still get slices. All you need is a rich, brown Bisto sauce. Put in the slices of meat just long enough to heat through, and serve on a dish garnished with little triangles of fresh toast. Serve with mashed or boiled potatoes and a green vegetable.

For the sauce:

1 *chopped onion*
1 *tablespoonful Bisto*
½ *pint water*
Dripping
½ *teaspoon sugar*
Squeeze of lemon (or *bare teaspoon of white vinegar*)

Simmer the onion slowly in a little dripping until tender. Add the Bisto and stir well. Put in the sugar and the lemon juice (or vinegar) and stir. Pour in the water. Bring to the boil and stir well.

Addition to try:

Stir in, at the end, a bare half-teaspoon of grated nutmeg.

Mince—with a surprise!

Either cold cooked meat, minced, or corned beef, chopped, are suitable. First, a rich Bisto sauce:

1 *small apple*
1 *small onion*
1 *oz. margarine or dripping*
1 *dessertspoon Bisto*
½ *pint water*
Squeeze of lemon (or *teaspoon of white vinegar*)
½ *teaspoon sugar*

Peel and core the apple and chop up. Slice the onion. Simmer together, slowly, in the fat until the onion is tender, but not burnt. Add the Bisto, lemon juice and sugar, and stir in. Pour in the water, bring to the boil, and stir for a short time. The sauce made, add a couple of cupsful or so of minced cooked meat or chopped corned beef. Stir over a slow fire and mix in well. Cut some slices of bread (not too thin), spread with margarine and sprinkle a little curry powder on top, smoothing over with a knife. Pour the hot mince mixture over and serve with potatoes (or cooked macaroni) and a green vegetable.

* * * *

Shepherd's Pie—to-day's way!

Here's a new way of serving that old friend, Shepherd's Pie. Make a sauce as in the last recipe and add the meat. Turn it out into greased *individual* pie dishes—one for each person (these are obtainable easily and cheaply, and are useful in a dozen ways). Put mashed potato on the top as usual—*but*, for a change, make the top of the potato smooth with a knife. With a fork trace the initials of each person on his or her pie. Dot with margarine and bake in the oven.

Old friends . . .

Everyone who cooks at all knows the value of Bisto gravy. It's so easy to use and the gravy is made in a moment. And what gravy! Rich, brown and *really* tasty. Yes, Bisto does it all for you—thickens . . . browns . . . flavours! Just add one good teaspoonful to half a pint of *warm* water and mix well. Bring to the boil (this is essential) and boil for a few seconds. There you are—jolly good gravy which you can serve with a hundred-and-one dishes. In these days of shortages, gravy just about "makes" many a meal. And Bisto makes it best. When you're roasting a joint, mix as above, strain the fat from the baking tin and boil up the Bisto in the tin. That's all there is to it—except to be sure and have a packet of Bisto in your larder, always!

BISTO for all MEAT DISHES!

And other dishes, too! Naturally you serve Bisto gravy with roast meat, grilled meat, and fried meat. But it helps so much to provide flavour and interest with fish cakes, "improvised" dishes with roast, mashed, boiled, fried or *sauté* potatoes, many egg dishes (when you're lucky), fried fish—not to mention rissoles, sausages, toad-in-the-hole and other such meals.

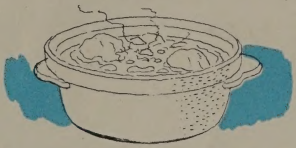
A N D—whenever you come across a recipe which contains those well-known words "add stock", don't be satisfied with that, always add Bisto *gravy*—and make a good job of it.

BISTO for the GRAVY!

for SOUPS!

Mix one dessertspoonful of Bisto with a little water and stir in when the soup is cooked. Boil for a few seconds.

for HOT-POTS!



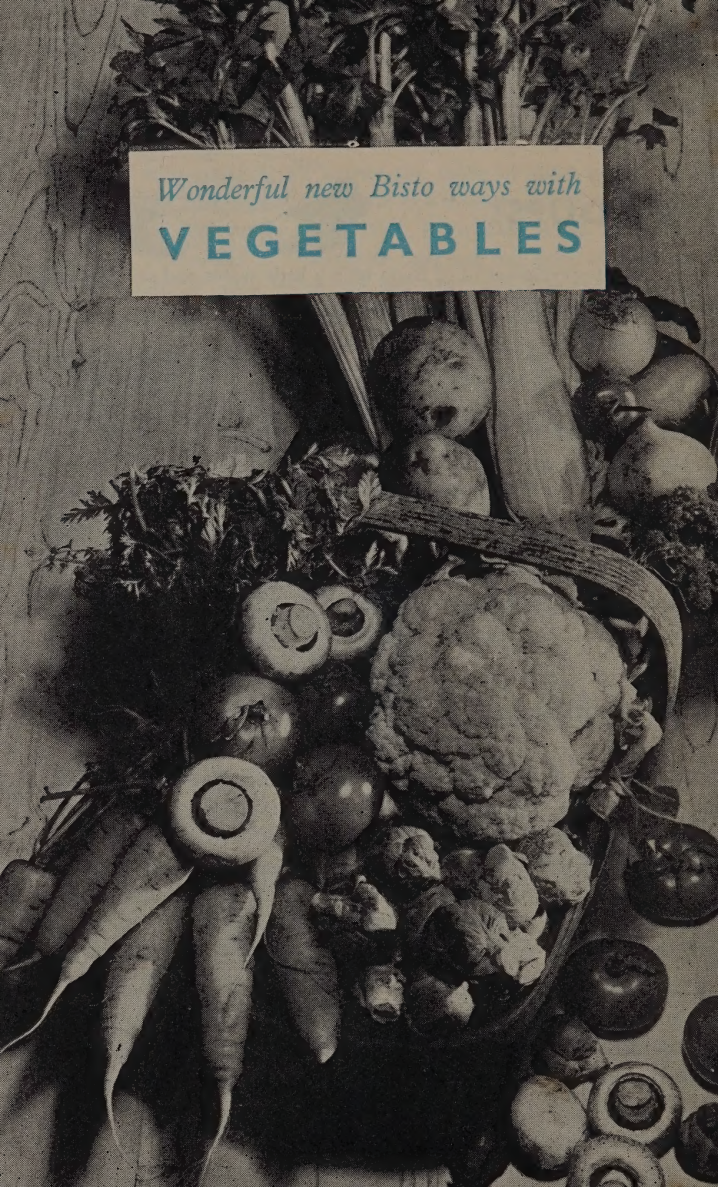
When you put the pieces of meat in the saucepan or stew pan, sprinkle with Bisto. Then add your sliced turnip (if used) and your sliced onion and carrot. Add your mixed herbs, cover the meat with water and put your sliced potatoes on the top, as usual, and bake in a hot oven for two hours.

for STEWS!

For rabbit stew, dip the joints in plain Bisto before frying lightly. For meat stew, the same. For Irish stew, sprinkle Bisto between the layers of sliced onion and sliced potatoes. To make the gravy thicker and richer still, add Bisto as in soups, above.

for PUDDINGS!

For beef steak pudding, roll the pieces of meat in Bisto. Then line the pudding basin and add the meat and water in the usual way.


Wonderful new Bisto ways with
VEGETABLES

Tomatoes—with a new touch!

Try this unusual (but unusually good) method of cooking tomatoes. You'll find they are twice as tasty and really popular with every member of the family.

4 *tomatoes*	½ *oz. margarine*
Pepper and salt	¼ to ½ *pint rich Bisto sauce*

Put the tomatoes in a basin and pour boiling water over them. Leave for ½ minute. Empty the water away and peel. Slice them and put them in a baking dish. Sprinkle a very little pepper and salt over and add the margarine in small pieces. Bake in a moderate oven for 15 minutes. Pour over the brown Bisto sauce (made as in the recipe for "A fresh slant on slices"), and bake again for 10 minutes this time.

* * * *

Roast Potatoes—done on the top!

Roast potatoes, whenever they are served, *need* rich, brown, Bisto gravy. But they need, also, an oven, of course—but *do* they? Here's a way to cook "roast" potatoes on the top of the stove. And they're even better! Peel the potatoes and cut them into "roasting size" chunks. Boil them until they are well done and *almost* ready to mash—but not quite. Melt some dripping in a frying pan—about ¼ inch in depth, and put in the potatoes as soon as you have drained the water from them. The potatoes must still be piping hot. Cook *very slowly*, turning the potatoes over every ten minutes or so. The cooking should take about 45 minutes if you do it at the right speed. Done properly, they should be wonderfully crusty on the outside and soft inside. And no one should be able to tell that they have been cooked on the top of the stove. There are many dishes you can serve these potatoes with. And don't forget the Bisto gravy. Serve plenty of it so that everyone gets enough!

Sprouts with a sparkle!

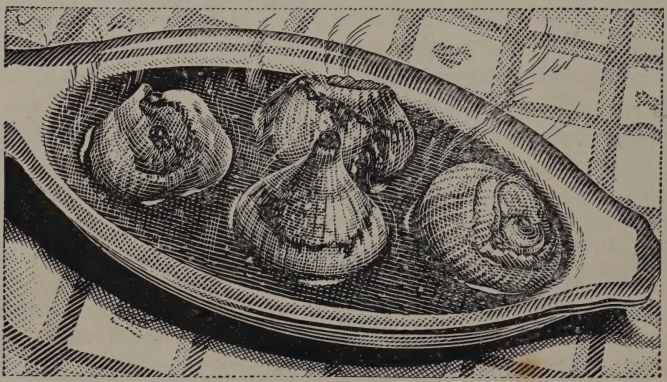
To re-heat cooked sprouts the new Bisto way, melt a little fat in a frying pan. Roll the sprouts in sufficient Bisto straight from the packet and pop them in the hot fat, turning once or twice. You'll love them.

* * * *

Brightening up Braised Onions!

These are usually cooked in "stock". How much better to cook them in tasty Bisto gravy.

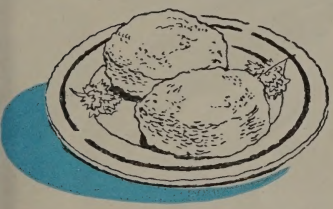
Peel the onions, melt a little fat in a saucepan and, when warm, put in the onions, whole. Brown them as much as you can all round, but don't let them burn. Drain away the fat and pour in



the Bisto gravy (a heaped dessertspoon to ½ pint water). Cover the top of the saucepan, first with a couple of layers of grease-proof paper, then with a tight-fitting lid, and simmer for 1—1½ hours or until the onions are tender.

* * * *

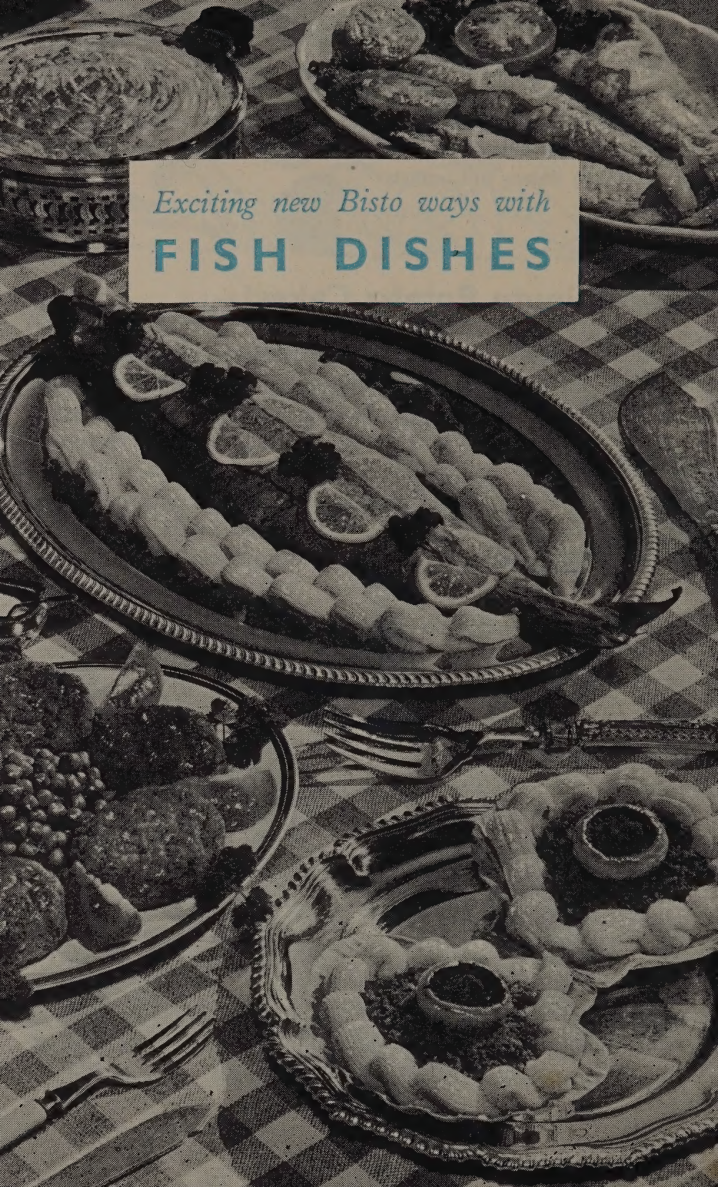
Two-minute Potato Cakes!



With cold, left-over mashed potatoes you can make a wonderful accompanying vegetable in a moment. Flour the hands. Shape the potato into cakes. Roll in plain Bisto so that each side is covered. Fry in ¼ inch of smoking hot fat, turning over when the first side is browned.

Celery—modern manner!

Wash the celery well and remove the outer stalks. Cut away the greater part of the root and trim the green tops. Slice each head lengthways into four. Cook the celery in boiling water for 30—40 minutes (until the root is tender). Drain well, put in a shallow hot dish, sprinkle very lightly with grated nutmeg and pour over some rich Bisto gravy (as in the onion recipe). Keep hot in the oven or serve straight away.


Exciting new Bisto ways with
FISH DISHES

Cooked fish—with a fresh look!

Here's a wonderful way of serving cooked fish—haddock (smoked or fresh), cod, or hake. It's simple; very tasty; and it has a nice "professional" look about it!

All you do is:

(1) *Grease a casserole with margarine.*
(2) *Put in the flaked pieces of cold cooked fish.*
(3) *Pour over the puree described below.*
(4) *Cover with a lid and pop into a warm oven just to heat it through.*

Serve it with mashed or boiled potatoes (or macaroni, for a change), and any green vegetable.

Now for the puree to cover the cooked fish. Here is the basic recipe for two or three people and to cover about ½ to ¾ lb. of cooked fish.

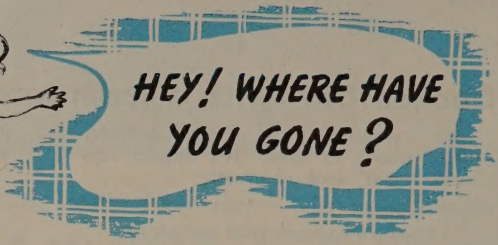
4 or 5 good size tomatoes
1 teaspoon sugar
1 teaspoon Bisto
Squeeze of lemon juice or ¾ *teaspoon* white *vinegar*
Margarine

Halve the tomatoes. Put them in a pan, cut-side uppermost. Add a little water to cover the bottom of the pan. Cover with a lid and boil for 2—3 minutes. Take away the peel and hard core of the tomatoes with a knife and fork. Add the tomato pulp, the sugar, Bisto and lemon juice or vinegar and a generous knob of margarine. Simmer *without* a lid (so that the excess moisture evaporates) until the mixture is not too watery—but not too thick—stirring from time to time. That's all there is to it.

Alternative puree flavourings:

(a) *Chopped parsley.* (b) *Cooked peas.* (c) *Onions, chopped and simmered in margarine till tender.* (d) *Chopped spring onion tops, raw.*

You can add any of these while the puree is simmering. Try the basic way first—and you'll be surprised at the "new" flavour you can give to an ordinary piece of cooked fish.



Something quite different!

This fish-in-brown-sauce is delicious. First, take these ingredients and prepare the fish:—

1 *lb. fillet of hake or cod*
1—1½ *oz. margarine*
Teaspoonful Worcester Sauce
Bisto

Remove the skin of the raw fish with a sharp knife. Cut the fish into thick chunks—about 1 inch across. Melt some margarine in a frying pan, add a teaspoonful of Worcester Sauce and stir round. Roll the pieces of fish in plain Bisto—covering them well—and simmer in the margarine, which should be fairly hot, but not *too* hot. Turn over very carefully after about 2½—3 minutes and cook the other side. Lift the pieces of fish out and put in a greased casserole. So much for the fish.

Now for the brown sauce:

A few mushrooms (or stalks)
1 *small onion*
½ *teaspoon sugar*
Squeeze of lemon juice (or ½ *teaspoon of white vinegar*)
1 *heaped dessertspoon of Bisto*
¼ *pint water*

Using the same frying pan in which the fish was cooked (adding a little more margarine if necessary), simmer very slowly, the chopped onion and the mushrooms broken into small pieces, or mushroom stalks, sliced. Stir as much as possible. When tender (about 10 minutes if done slowly enough) add the Bisto and stir in to the mixture. Then add the sugar and the squeeze of lemon juice and stir in the water. Bring to the boil and simmer for 2 or 3 minutes

stirring all the time. Pour the thick brown sauce over the fish in the casserole. Put on the lid and heat through in the oven. You can prepare this dish beforehand, if you like. It only needs half an hour or so in a moderate oven to heat up. Serve with mashed or boiled potatoes and any green vegetable.

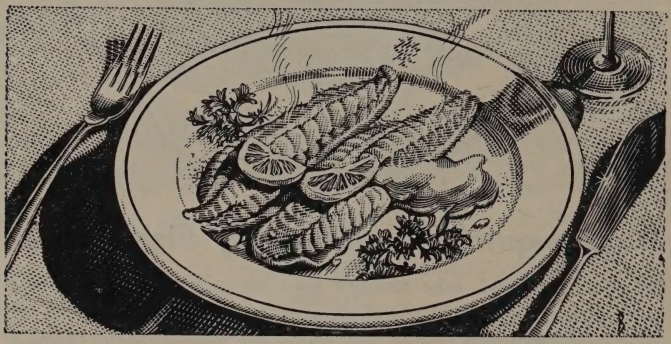
Double-quick, double-tasty Fish Cakes!

As you know, fish cake mixture *must* be cold before it is fried. Let's assume then that you have some cold mashed potatoes left over, and some cold cooked fish which has been carefully drained. Simply mix the fish and potato in equal quantities and stir well in together. Sprinkle some plain Bisto on to your table or chopping board. Flour the hands and shape spoonsful of the mixture into cakes on to the Bisto so that each side is well covered. Fry in about $\frac{1}{4}$ inch of smoking hot fat and turn each cake over when the first side is browned. In this way you don't need to use a deep fryer—nor do you need an egg for binding. And you *do* get the Bisto flavour.

Two useful hints:

First: When cooking potatoes for mashing, slice them about ¼ inch thick. They'll cook in about 6—7 minutes and mash easily. But be sure and put the slices in the boiling water *separately*. Potato slices have a way of sticking together if they're put in together —and that will mean your slices won't be cooked.

Second: Boiling white fish does not give off a very agreeable odour. To counteract this—*and* add more flavour to the fish—pop a bayleaf into the water.



Fried Fish—new style!

Wash the fish, dry it and roll in Bisto. Fry in ¼ inch of smoking hot fat, turning over carefully when the first side is browned. The fish will be a lovely golden colour and will have additional flavour, of course!

Another hint:

Fry the fish "face downward" first. When that's cooked and the other side is cooked too, you'll be able to lift the fillet straight on to the plate or dish without having to turn it over and risk it breaking.

About the BISTO KIDS

Over twenty years ago the Bisto Kids were introduced to the public. Almost overnight they became the talk of the town. They possess just the lovable quality, quaint charm and unaffected humour that everybody enjoys.

During the years they have found their way into the hearts of the people from posters all over the country, railway stations, tube stations, buses, broadcasts, newspapers, magazines, and cartoons. Cartoonists are not slow to recognise personalities dear to readers of their newspapers. And in 1930 a cartoon by Grimes in "*The Star*" showed the Bisto pie on the table at 10 Downing Street, with Lord Beaverbrook and (the then) Lord Rothermere outside sniffing —in famous Bisto Kid fashion—the "sweets of office".

The well-known political cartoonist, Strube, of the *Daily Express*, has availed himself of their unmistakable

"AH CRIPPSO!"

Original of Cartoon which appeared in the Daily Express. Feb 10th 1940.

popularity on a number of occasions. During the war years, the familiar "Ah! Bisto" became, with Strube, "Ah! Bizerta". "Ah! W-W-Winston" was used by Zec in the *Daily Mirror*. Many other cartoonists have made their comments upon the affairs of the day with the aid of the Bisto Kids, and in the entrance hall of the head office of the Company at Willesden the framed original drawings which the Kids have inspired are proudly displayed. Truly, a Bisto "Hall of Fame".

In many ways and over a long period the Bisto Kids have brought interest and amusement to children. Painting books, jig-saw puzzles, statuettes to be painted, and games, etc., by the million have been a boon to busy mothers everywhere. And they have played another part, too, in the *education* of children. Only recently, in the newspapers, the Bisto Kids painting series contained a number of easy-to-understand rhymes dealing with that most important matter—Road Safety.

In entertainment value the Kids have not been exclusively a children's possession. At Fancy Dress Balls and Carnivals, they have for

BISTO KIDS
painting series
D stands for DANGER
Which can be avoided
Look right and look left
As this little boy did
Colour the pictures. Learn the Road Safety rhyme.
Issued by Cerebos Limited

years been a firm favourite, and have won many prizes for the couples who have "dressed up" in Bisto Kids costumes, which are obtainable on loan free of charge.

Thus, the Kids have brought much happiness to young and old alike . . . long may they live! . . . Ah! Bisto.

Ah! BISTO *recipes!*

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